



Express Mail No.: EV064991983US

## APPLICATION DATA SHEET

### **Application Information**

Application number:: N/A09/998,901  
Filing Date:: 11/29/01  
Application Type:: Regular  
Subject Matter:: Utility  
Suggested classification:: N/A  
Suggested Group Art Unit:: N/A  
CD-ROM or CD-R?:: No  
Number of CD disks:: N/A  
Number of copies of CDs:: N/A  
Sequence submission?:: No  
Computer Readable Form (CRF)?:: No  
Number of copies of CRF:: N/A  
Title :: METHOD AND SYSTEM FOR DYNAMICALLY  
INCORPORATING ADVERTISING CONTENT  
INTO MULTIMEDIA ENVIRONMENTS  
Attorney Docket Number:: 120073.424  
Request for Early Publication?:: No  
Request for Non-Publication?:: No  
Suggested Drawing Figure:: N/A  
Total Drawing Sheets:: 9  
Small Entity?:: No  
Petition included?:: No  
Petition Type:: N/A  
Licensed U.S. Gov't Agency:: N/A  
Contract or Grant No:: N/A  
Secrecy Order in Parent Appl.?:: No

**First Applicant Information**

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Richard  
Middle Name:: D.  
Family Name:: Ellis  
Name Suffix:: N/A  
City of Residence:: Carnation  
State or Province of Residence:: WA  
Country of Residence:: US  
Street of mailing address:: 28432 Northeast 63<sup>rd</sup> Way  
City of mailing address:: Carnation  
State or Province of mailing address:: WA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 98014

**Second Applicant Information**

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: USUnited Kingdom  
Status:: Full Capacity  
Given Name:: Christopher  
Middle Name:: R.  
Family Name:: Newcombe  
Name Suffix:: N/A  
City of Residence:: Kirkland  
State or Province of Residence:: WA  
Country of Residence:: US  
Street of mailing address:: 14129 128<sup>th</sup> Avenue Northeast

City of mailing address:: Kirkland  
State or Province of mailing address:: WA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 98034

### Third Applicant Information

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: Canada  
Status:: Full Capacity  
Given Name:: Michael  
Middle Name:: Yiu-kwan  
Family Name:: Siu  
Name Suffix:: N/A  
City of Residence:: Bellevue  
State or Province of Residence:: WA  
Country of Residence:: US  
Street of mailing address:: 16711 Northeast 22<sup>nd</sup> Street  
City of mailing address:: Bellevue  
State or Province of mailing address:: WA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 98008

### Fourth Applicant Information

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Michael  
Middle Name:: T.  
Family Name:: Stradley

Name Suffix:: N/A  
City of Residence:: Seattle  
State or Province of Residence:: WA  
Country of Residence:: US  
Street of mailing address:: ~~900 Queen Anne Avenue North, #201620 Galer~~  
Street #133  
City of mailing address:: Seattle  
State or Province of mailing address:: WA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 98109

### Fifth Applicant Information

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Chris  
Middle Name:: N/A  
Family Name:: Oje  
Name Suffix:: N/A  
City of Residence:: KentKirkland  
State or Province of Residence:: WA  
Country of Residence:: US  
Street of mailing address:: ~~6216 South 233<sup>rd</sup> Street~~533 Central Way, Apt.  
B311  
City of mailing address:: KentKirkland  
State or Province of mailing address:: WA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 9803298033

**Correspondence Information**

Correspondence Customer Number :: **00500**

**Representative Information**

Representative Customer Number::		<b>00500</b>
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**Domestic Priority Information**

Application ::	Continuity Type::	Parent Application::	Parent Filing Date::
This Application	Non-Provisional of	60/250,060	11/29/00

**Foreign Priority Information**

Country::	Application number::	Filing Date::	Priority Claimed::
N/A			

**Assignee Information**

Assignee name::	Applied Microsystems Corporation
Street of mailing address::	5020 148 <sup>th</sup> Avenue Northeast
City of mailing address::	Redmond
State or Province of mailing address::	WA
Country of mailing address::	US
Postal or Zip Code of mailing address::	98052

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